



WKMG

ORDER

Print Date 09/13/12

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Flight Dates 09/13/12-09/22/12

Contract / Revision 258945 /
Original Date / Revision 09/13/12 09/13/12
Advertiser POL/Patriot Majority USA

Agency Waterfront Strategies

Buying Contact

1010 Wisconsin Avenue NW
Suite 800
Washington, DC 20007

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Product PATRIOT MAJORITY USA

Agency Com 15%

Billing Contact

3050 K St. NW
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1770

Alt Order # 06313769

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Order Share 100% Market Value 53550

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	38	\$45,517.50	\$53,550.00	0.00	08/27/12	09/21/12	38	\$45,517.50	\$53,550.00
Totals	38	\$45,517.50	\$53,550.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	09/14/12	09/14/12	Morn News at 5a Morn News at 5a	CM	5-530a	----1--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--		1				\$400.00		0.00			
E 2	WKMG	09/14/12	09/19/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTW-F--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	MTW-F--		2				\$700.00		0.00			
E 3	WKMG	09/20/12	09/21/12	Morn News at 530a Morn News at 530a	CM	530-6a	---TF--	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--		2				\$700.00		0.00			
E 4	WKMG	09/14/12	09/14/12	Morn News at 6a Morn News at 6a	CM	6-7a	----1--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 09/13/12

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Contract / Revision

258945

Flight Dates 09/13/12-09/22/12

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:15:00

Advertiser POL/Patriot Majority USA

Product PATRIOT MAJORITY USA

Estimate # 1770

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	09/14/12	09/14/12	Morn News at 6a Morn News at 6a	CM	6-7a	----1--	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----1--					1	\$600.00		0.00			
E 5	WKMG	09/15/12	09/15/12	7-9a CBS This Morn SaCM 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----2-					2	\$400.00		0.00			
E 6	WKMG	09/16/12	09/16/12	Face The Nation Face The Nation	CM	1030-11a	-----1	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----1					1	\$1,100.00		0.00			
E 7	WKMG	09/14/12	09/19/12	11-12p Price Is Right Price Is Right	CM	11a-12p	MTW-F--	:30	3	\$1,400.00	P-3	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	MTW-F--					3	\$1,400.00		0.00			
E 8	WKMG	09/20/12	09/21/12	11-12p Price Is Right Price Is Right	CM	11a-12p	---TF--	:30	3	\$1,400.00	P-3	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					3	\$1,400.00		0.00			
E 9	WKMG	09/14/12	09/19/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MTW-F--	:30	3	\$1,250.00	P-3	0.00	NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	MTW-F--					3	\$1,250.00		0.00			
E 10	WKMG	09/20/12	09/21/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---TF--	:30	3	\$1,250.00	P-3	0.00	NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					3	\$1,250.00		0.00			
E 11	WKMG	09/14/12	09/19/12	News at 5p News at 5p	CM	5-530p	MTW-F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	MTW-F--					1	\$1,000.00		0.00			
E 12	WKMG	09/14/12	09/19/12	530-6p The Insider Insider	CM	530p-6p	MTW-F--	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	MTW-F--					2	\$800.00		0.00			
E 13	WKMG	09/20/12	09/21/12	530-6p The Insider Insider	CM	530p-6p	---TF--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					1	\$800.00		0.00			
E 14	WKMG	09/14/12	09/19/12	News at 6p News at 6p	CM	6-630p	MTW-F--	:30	2	\$1,400.00	P-3	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/13/12	09/19/12	MTW-F--					2	\$1,400.00		0.00			
E 15	WKMG	09/20/12	09/21/12	News at 6p News at 6p	CM	6-630p	---TF--	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					1	\$1,400.00		0.00			
E 16	WKMG	09/16/12	09/16/12	Sun 630p News No Show/NFL gm2	CM	630-7p	-----1	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/16/12	09/16/12	-----1					1	\$650.00		0.00			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WKMG	09/16/12	09/16/12	Sun 630p News No Show/NFL gm2	CM	630-7p	-----1	:30	1	\$650.00	P-3	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----1					1	\$650.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WKMG	09/10/12-09/16/12		Sun 630p News		630-7p	-----Su	:30		(\$650.00)		0.00	NM		
See MG 16.2															
2	WKMG	09/17/12-09/17/12		Morn News at 6a		6-7a	M-----	:30		\$650.00		0.00	NM		
Ⓜ MG for 16.1 09/16															
E 17	WKMG	09/14/12	09/19/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MTW-F--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	MTW-F--					1	\$1,500.00		0.00			
E 18	WKMG	09/20/12	09/21/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	---TF--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---TF--					1	\$1,500.00		0.00			
E 19	WKMG	09/14/12	09/19/12	M-F 11p News M-F 11p News	CM	11-1135p	MTW-F--	:30	3	\$2,500.00	P-3	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/13/12	09/19/12	MTW-F--					3	\$2,500.00		0.00			
E 20	WKMG	09/20/12	09/21/12	M-F 11p News M-F 11p News	CM	11-1135p	---TF--	:30	2	\$2,500.00	P-3	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---TF--					2	\$2,500.00		0.00			
E 21	WKMG	09/16/12	09/16/12	Sun 11p News after NFLCM Sun 11p News after NFL	CM	Late News	-----S	:30	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$2,200.00		0.00			
E 22	WKMG	09/20/12	09/20/12	Thu Prime 10p Person of Interest	CM	10-11p	---T---	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$6,000.00		0.00			
Totals														38	\$53,550.00